

Message Text

UNCLASSIFIED

PAGE 01 SINGAP 03742 300246Z

ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----106781 300249Z /72

R 300100Z AUG 77

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 8420

INFO AMEMBASSY SEOUL

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

UNCLAS SINGAPORE 3742

FOR COMMERCE/BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, BTRA, SN

SUBJ: DUBEL VISIT - PROPOSED IOGA TRADE MISSION

REF: A) TOKYO 12776; B) STATE 198161

SUMMARY: POST EXPLORING POSSIBILITY OF MICHIGAN STATE
IOGA TRADE MISSION FOR MARCH 1978. SEEK GUIDANCE,
COORDINATION, APPROVAL BY COMMERCE. END SUMMARY.

1. EDWARD DUBEL, DIRECTOR, ASIAN OPERATIONS,
STATE OF MICHIGAN DEPARTMENT OF COMMERCE, SHINSAKA
40 BLDG. NO. 304, AKASAKA 8-10-24, MINATO-KU TOKYO 107,
TEL: 03-403-9896/7, VISITED EMBASSY AND IMC ON AUGUST 25
TO EXPLORE POSSIBILITY OF MICHIGAN STATE IOGA TRADE
MISSION. SUBJECT TO APPROVAL AND COORDINATION BY USDOC/
BIC/OIM, THE FOLLOWING TENTATIVE ARRANGEMENTS ARE BEING
CONSIDERED BY POST AND BY DUBEL.

2. TRADE MISSION COMPOSED OF ABOUT EIGHT MICHIGAN
BUSINESSMEN IN THE METALWORKING, MACHINE TOOLS, AND
ASSEMBLY PROCESS CONTROL EQUIPMENT INDUSTRIES, PLUS
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DUBEL AND MISSION DIRECTOR, PROBABLY NORTON BERMAN,
DIRECTOR OF OFFICE OF ECONOMIC EXPANSION FOR STATE OF
MICHIGAN, WOULD ARRIVE EVENING OF MARCH 8, 1978, AND
DEPART EVENING OF MARCH 11, 1978. MAIN OBJECTIVE IS
TO CONTACT REGIONAL AGENTS AS WELL AS POSSIBLE ENDUSERS.
ALTHOUGH LOCAL SINGAPORE MARKET IS LIMITED BUT EXPANDING,
REGIONAL MARKET, INCLUDING ESPECIALLY MALAYSIA AND

INDONESIA, IS ALREADY ATTRACTIVE. MISSION WILL VISIT SEOUL (MARCH 1-5) AND TAIPEI (MARCH 5-8) WHERE MORE DIRECT SALES MAY BE ARRANGED THAN HERE, BUT SINGAPORE IS IDEAL SITE FOR REGIONAL AGENT IN SOUTHEAST ASIA.

3. APPROPRIATE APPOINTMENTS WOULD BE MADE FOR EACH MISSION MEMBER ON MARCH 9-11, LOCAL CONTACTS TO BE PROVIDED BY EMBASSY COMMERCIAL SECTION TO MISSION SECRETARY TO BE HIRED BY DUBEL FOR PURPOSE OF HANDLING ALL MISSION RELATED WORK. MEETINGS TO TAKE PLACE AT IMC AS DATES ARE AGREEABLE TO IMC DIRECTOR AND DEPUTY DIRECTOR. IMC WILL ASSIST IN LOCATING SUITABLE MISSION SECRETARY, ARRANGING APPOINTMENT FACILITIES. COMMERCIAL ATTACHE WILL RECEIVE INDIVIDUAL COMPANY CATALOGS (MISSION BROCHURE TO BE PRINTED IN ENGLISH AND CHINESE IN TAIPEI WITH 300 COPIES TO SINGAPORE), INVESTIGATE ALTERNATIVES FOR RECEPTION ON EVENING OF MARCH 9, COORDINATE. BREAKFAST BRIEFING FOR MORNING OF MARCH 9 WITH LOCAL AMCHAM, AMERICAN BUSINESS COUNCIL (ABC) DISCUSSED WITH ABC COMMITTEE CHAIRMAN, PROBABLY AT FIRST-CLASS MANDARIN HOTEL WHERE GROUP/EMBASSY DISCOUNT AVAILABLE.

4. POST WOULD APPRECIATE GUIDANCE AND COMMENTS FROM BIC/OIM.
HOLDRIDGE

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Decaption Note:
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Disposition Approved on Date:
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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